

PN - JP2002149940 A 20020524
 PD - 2002-05-24
 PR - JP20000343022 20001110
 OPD - 2000-11-10
 TI - DIRECT MARKET INVESTIGATION AND DEVELOPMENT METHOD BY DELIVERY
 OF COUPON TICKET USING COMPUTER BIDIRECTIONAL COMMUNICATION NETWORK,
 COMMUNICATION SYSTEM THEREOF, AND INFORMATION RECORDING MEDIUM
 IN - IKEDA RIKUO
 PA - BULL LIFE CO LTD
 IC - G06F17/60
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TI - Prize coupon delivery method through communication network, involves guiding client to
 website which implements quiz and delivering coupon to client who answers correctly and who is selected after
 casting lots

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 PN - JP2002149940 A 20020524 DW200251 G06F17/60 015pp
 PA - (BLUE-N) BLUE LIFE KK
 IC - G06F17/60

AB - JP2002149940 NOVELTY - An attribute information including the e-mail address of each
 client, is collected and guided to the website which implements advertisement quiz. The client who answers the
 quiz correctly and who is selected after casting lots, receives a coupon. The client accesses the corresponding
 website to download and print the coupon.

- DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for the following:
- (1) Communication system; and
- (2) Recorded medium storing prize coupon delivery program.
- USE - For online coupon delivery, for online advertising and marketing.
- ADVANTAGE - Highly effective, direct marketing system is obtained.
- DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of the communication
 system. (Drawing includes non-English language text).
- (Dwg.1/12)

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AB - PROBLEM TO BE SOLVED: To permit investigation and development applied to direct
 marketing capable of improving advertisement effect and a questionnaire answer rate and obtaining high
 efficiency by delivering coupon tickets corresponding to attribute information corresponding to an individual
 person, society, and individuality minutely.

- SOLUTION: Direct market investigation and development are performed by delivering coupon tickets
 using a computer bidirectional communication network (fixed communication network 1, digital mobile
 communication network 2). A management site communication device 4 segments collected attribute
 information including an electronic mail address per individual person by corresponding to the contents of
 guide, performs the retrieval adapting the segmented attribute information to the contents of guide, and informs
 a home page for delivering coupon tickets. A portable phone 3 or a personal computer 6 accesses the home page
 based on informing from the management site communication device 4, reads the home page in which the guide
 is inserted or a home page in which the guide is not inserted, and downloads the coupon ticket and prints it. If
 this coupon ticket is carried to a store, discount of goods is obtained.

I - G06F17/60